

VIRGINIA SLIMS

1993 HISPANIC MEDIA RECOMMENDATION

2070419765

ESG REPORT 1993

ENVIRONMENTAL DEFENSE FUND

VIRGINIA SLIMS
1993 HISPANIC MEDIA RECOMMENDATION

DECEMBER 8, 1992

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PURPOSE: TO PRESENT VIRGINIA SLIMS' 1993 HISPANIC MEDIA
INITIATIVES

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AGENDA

- I. 1991 TOBACCO CATEGORY COMPETITIVE OVERVIEW
- II. VIRGINIA SLIMS 1993 HISPANIC MARKETING AND MEDIA OBJECTIVES
& STRATEGIES
- III. PLAN RECOMMENDATION
- IV. APPENDIX

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I. 1991 TOBACCO CATEGORY COMPETITIVE OVERVIEW

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1991 TOBACCO CATEGORY COMPETITIVE OVERVIEW

- AS HIGHLIGHTED ON THE FOLLOWING PAGE, TOTAL INDUSTRY HISPANIC MEDIA SPENDING AMOUNTED TO \$12MM IN 1991
 - . REMAINED FLAT VS. 1990
- RJR MAINTAINED ITS LEADERSHIP POSITION WITH 48% OF TOTAL TOBACCO DOLLARS SPENT IN 1991
 - . INCREASED HISPANIC SPENDING BY +14% IN 1991 VS. 1990
 - . PHILIP MORRIS SECOND LEADING COMPANY WITH A 36% S.O.\$
 - DECREASED SPENDING BY -6% IN 1991 VS. 1990
 - . LORILLARD REMAINED THIRD WITH 14% OF TOTAL DOLLARS SPENT
 - ALSO DECREASED ITS SPENDING BY -16% VS. YA
- VIRGINIA SLIMS SUSTAINED ITS ADVERTISING LEAD AMONG FEMALE-TARGETED CIGARETTE BRANDS
 - . COMPETITION REMAINED RELATIVELY PASSIVE IN 1991
 - MISTY INITIATED SMALL HISPANIC EFFORT IN HISPANIC MAGAZINE AND OOH IN CORPUS CHRISTI
 - CAPRI SPENDING REMAINED MINIMAL AND FOCUSED EXCLUSIVELY ON HISPANIC OUTDOOR IN DENVER
- OVERALL, MARLBORO AND CAMEL TIED FOR THE NUMBER ONE BRAND POSITION, FOLLOWED BY WINSTON AND NEWPORT
- SIMILAR TO 1990, THE BULK OF HISPANIC INDUSTRY DOLLARS (78%) WAS SPENT ON HISPANIC OUTDOOR, FOLLOWED BY MAGAZINES (10%), NEWSPAPERS (8%) AND SUPPLEMENTS (4%)
 - . SIGNIFICANT SHIFT IN 1991 FROM PRINT MEDIA (ESPECIALLY NEWSPAPERS AND SUPPLEMENTS) TO OUTDOOR MEDIA

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CY 1991 AND 1990 HISPANIC OUTDOOR, MAGAZINE, NEWSPAPER AND SUPPLEMENT COMPETITIVE
TOBACCO CATEGORY

	1991							1990						
	OUTDOOR	MAGAZINES	NEWSPAPERS	SUPPLEMENTS	TOTAL	INDEX VS YA	S.O.\$	OUTDOOR	MAGAZINES	NEWSPAPERS	SUPPLEMENTS	TOTAL	S.O.\$	
RJR	5,049.0	258.9	244.0	208.5	5,760.4	114	48%	3,489.1	513.1	332.0	715.8	5,050.0	42%	
CAMEL	3,267.1	4.6	207.4	0.0	3,479.1	129	29%	2,134.5	56.6	255.2	244.5	2,690.8	23%	
WINSTON	1,171.6	208.1	32.2	208.5	1,620.4	101	13%	717.3	382.7	38.1	463.4	1,601.5	13%	
SALEM	527.0	46.2	4.4	0.0	577.6	76	5%	637.3	73.8	38.7	7.9	757.7	6%	
MAGNA	58.3	0.0	0.0	0.0	58.3	-	0%	0.0	0.0	0.0	0.0	0.0	0%	
DAKOTA	25.0	0.0	0.0	0.0	25.0	-	0%	0.0	0.0	0.0	0.0	0.0	0%	
PHILIP MORRIS	\$2,807.3	\$646.0	\$668.9	\$259.0	\$4,381.2	94	36%	\$2,628.4	\$501.4	\$1,232.1	\$312.4	\$4,674.3	39%	
MARLBORO	2,403.6	384.2	668.9	52.2	3,508.9	101	29%	2,169.7	359.5	797.6	156.7	3,483.5	29%	
VIRGINIA SLIMS	219.3	158.4	0.0	126.8	504.5	120	4%	256.4	132.9	0.0	31.8	421.1	4%	
BENSON & HEDGES	184.4	103.4	0.0	80.0	367.8	48	3%	202.3	9.0	434.5	123.9	769.7	6%	
LORILLARD	1,393.9	273.6	42.7	16.1	1,726.3	84	14%	1,505.9	301.8	5.5	237.6	2,050.8	17%	
NEWPORT	1,069.2	90.5	0.0	0.0	1,159.7	105	10%	1,045.2	64.0	0.0	0.0	1,109.2	9%	
KENT	324.7	183.1	42.7	16.1	566.6	60	5%	460.7	237.8	5.5	237.6	941.6	8%	
B & W	54.8	0.0	33.9	0.0	88.7	79	1%	31.9	64.4	16.2	0.0	112.5	1%	
KOOL	36.6	0.0	33.9	0.0	70.5	194	1%	0.0	31.9	4.5	0.0	36.4	0%	
CAPRI	13.7	0.0	0.0	0.0	13.7	152	0%	0.0	0.0	9.0	0.0	9.0	0%	
RICHLAND	4.5	0.0	0.0	0.0	4.5	-	0%	0.0	0.0	0.0	0.0	0.0	0%	
VICEROY	0.0	0.0	0.0	0.0	0.0	-	0%	31.9	32.5	2.7	0.0	67.1	1%	
AMERICAN	9.6	42.0	0.0	0.0	51.6	103	0%	0.0	50.2	0.0	0.0	50.2	0%	
MISTY	9.6	16.5	0.0	0.0	26.1	-	0%	0.0	0.0	0.0	0.0	0.0	0%	
BULL DURHAM	0.0	25.5	0.0	0.0	25.5	-	0%	0.0	0.0	0.0	0.0	0.0	0%	
MALIBU	0.0	0.0	0.0	0.0	0.0	-	0%	0.0	50.2	0.0	0.0	50.2	0%	
TOTAL	\$9,314.6	\$1,220.5	\$989.5	\$483.6	\$12,008.2	101	100%	\$7,655.3	\$1,430.9	\$1,585.8	\$1,265.8	\$11,937.8	100%	
S.O.\$	78%	10%	8%	4%	100%			64%	12%	13%	11%	100%		

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TOBACCO CATEGORY HISPANIC COMPETITIVE OVERVIEW (CONT.)

- ALSO IMPORTANT TO KEEP IN MIND THAT MANY TOBACCO ADVERTISERS MAKE PARTICIPATION IN LOCAL HISPANIC FESTIVALS AN INTEGRAL PART OF THEIR OVERALL HISPANIC PLANS
- RJR STANDS AT THE FOREFRONT OF THESE EVENTS
 - . AT MIAMI'S CALLE OCHO IN MARCH
 - RJR DISTRIBUTED CENTS-OFF COUPONS FOR CONSUMERS TO REDEEM AT LOCAL 7-ELEVENS
 - CAMEL OFFERED A "PARK-N-RIDE" SERVICE AND WELCOME STATIONS TO CONSUMERS ARRIVING AT THE FESTIVAL
 - . DISSEMINATED CIGARETTE SAMPLE AND T-SHIRTS
 - WINSTON HOSTED MUSICAL ISLAND WHILE DISTRIBUTING PREMIUMS TO CONSUMERS
 - . POSTED SIGNAGE HEAVILY THROUGHOUT EVENT
 - . AT LOS ANGELES' "FIESTA BROADWAY" IN LATE APRIL
 - CAMEL OFFERED 2 PACKS FOR \$4.50 AND FREE CAMEL T-SHIRTS, CAPS OR SPORTS BOTTLES TO PURCHASERS
 - . SOLD 6,658 PACKS IN 1 DAY
 - WINSTON SPONSORED MUSICAL ISLAND AND GAVE AWAY PREMIUMS
- PHILIP MORRIS ALSO HAS SIGNIFICANT PRESENCE AT HISPANIC FESTIVALS
 - . MARLBORO HOSTED BOOTH AND TRAILERS TO SELL CIGARETTES AT "CALLE OCHO"
 - . MARLBORO SPONSORED AN ENTERTAINMENT TENT AT "FIESTA BROADWAY"
 - SOLD CIGARETTE CARTONS
 - USED SCRATCH-OFF CARDS TO DISTRIBUTE PLAYING CARDS AND SPORT BOTTLES
- LORILLARD ALSO ACTIVE IN THIS ARENA
 - . NEWPORT CONDUCTED SAMPLING THROUGH VARIOUS SITES AT "CALLE OCHO"
 - . NEWPORT SPONSORED A MOBILE JUKEBOX VAN AND TWO 10' X 30' AREAS AT NEW YORK'S "FIESTON" IN SEPTEMBER
 - HOSTED MUSIC AND DANCING VIA JUKEBOX VAN AT ONE AREA
 - SOLD CIGARETTES AND GAVE AWAY PREMIUMS AT SECOND AREA
- B & W FUNDED A VICEROY ENTERTAINMENT STAGE AT "CALLE OCHO" IN CONJUNCTION WITH SAMPLING EFFORT

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II. VIRGINIA SLIMS 1993 HISPANIC MARKETING
AND MEDIA OBJECTIVES & STRATEGIES

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VIRGINIA SLIMS
1993 HISPANIC MARKETING OBJECTIVE

VIRGINIA SLIMS 1993 HISPANIC MARKETING OBJECTIVE IS TO BUILD BRAND
IMAGERY AND AWARENESS AMONG HISPANIC FEMALE SMOKERS

- OVERCOME VIRGINIA SLIMS UNDERDEVELOPMENT AMONG HISPANIC
TARGET GROUP

VIRGINIA SLIMS SHARE OF FEMALE SMOKERS
1992 PM TRACKING STUDY

	<u>HISPANIC</u>	<u>TOTAL</u>	<u>INDEX</u>
VIRGINIA SLIMS	4.5	7.0	(64)

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VIRGINIA SLIMS
1993 HISPANIC MEDIA OBJECTIVE & STRATEGIES

MEDIA OBJECTIVE

VIRGINIA SLIMS' 1993 HISPANIC MEDIA OBJECTIVE IS TO HEIGHTEN
AWARENESS AND IMPACT OF VIRGINIA SLIMS AMONG HISPANIC FEMALE
SMOKERS

THE KEY STRATEGIC FACTORS IN MEETING THIS OBJECTIVE ARE:

- AUDIENCE
- SUPPORT
- GEOGRAPHY
- SCHEDULING
- ADVERTISING ENVIRONMENT
- BUDGET

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VIRGINIA SLIMS
1993 HISPANIC MEDIA OBJECTIVE & STRATEGIES

AUDIENCE

RECOMMEND TOTAL AUDIENCE OF HISPANIC FEMALE SMOKERS 21-44

- HISPANIC FEMALE SMOKERS 18-44 ACCOUNT FOR 81% OF HISPANIC FEMALE CIGARETTE USERS AND 84% OF HISPANIC VIRGINIA SLIMS USERS

RECOMMEND PLACING SPECIAL EMPHASIS ON HISPANIC WOMEN 21-34

- HISPANIC FEMALE SMOKERS 18-34 ACCOUNT FOR 57% OF HISPANIC FEMALE SMOKERS AND HISPANIC VIRGINIA SLIMS USERS
- HISPANIC FEMALE SMOKERS SKEW YOUNGER THAN THEIR ANGLO COUNTERPARTS

VIRGINIA SLIMS
AGE DISTRIBUTION
PM CONTINUOUS TRACKING STUDY

	SPANISH-SPEAKING VIRGINIA SLIMS SMOKERS %	SPANISH-SPEAKING FEMALE SMOKERS %	GENERAL MARKET VIRGINIA SLIMS SMOKERS %	GENERAL MARKET FEMALE SMOKERS %
18-24	11	17	8	13
25-34	39	31	36	28
35-44	26	26	28	24
45-54	17	16	15	16
55+	7	10	13	19
MEDIAN AGE	35	35	36	N/A

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VIRGINIA SLIMS
1993 HISPANIC MEDIA OBJECTIVE & STRATEGIES

AUDIENCE (CONT.)

ALSO RECOMMEND REACHING HISPANIC FEMALE SMOKERS AT ALL INCOME AND EDUCATIONAL LEVELS

- HISPANIC VIRGINIA SLIMS SMOKERS TEND TO BE HIGHER INCOME AND MORE COLLEGE EDUCATED THAN TOTAL HISPANIC FEMALE SMOKERS
 - . POSSIBLY DRIVEN BY HIGHER CONSUMPTION AMONG MORE ACCULTURATED HISPANIC WOMEN
 - VIRGINIA SLIMS' HAS LITTLE BRAND HERITAGE AMONG FOREIGN-BORN HISPANIC FEMALES
 - . HOWEVER, IMPORTANT TO REACH ALL HISPANIC FEMALE SMOKERS TO INCREASE VIRGINIA SLIMS' BRAND SHARE
 - ALTHOUGH VIRGINIA SLIMS' HISPANIC USAGE SKEWS TO UPPER INCOME FEMALES, OVER 50% OF TOTAL HISPANIC FEMALE SMOKERS ARE LOWER INCOME

VIRGINIA SLIMS
INCOME AND EDUCATION DISTRIBUTION
PM CONTINUOUS TRACKING STUDY

	SPANISH-SPEAKING VIRGINIA SLIMS SMOKERS %	SPANISH-SPEAKING FEMALE SMOKERS %
<u>INCOME</u>		
UNDER \$30K	37%	50%
\$30K+	56	38
DON'T KNOW	7	12
<u>EDUCATION</u>		
NO COLLEGE	46	56
ANY COLLEGE	53	43
DON'T KNOW	1	1

VIRGINIA SLIMS
1993 HISPANIC MEDIA OBJECTIVE & STRATEGIES

SUPPORT

RECOMMEND THAT VIRGINIA SLIMS SEEK TO MAXIMIZE REACH AMONG ITS AUDIENCE BY USING A WIDE RANGE OF MEDIA WHICH PROVIDE RELEVANT, RELATIONSHIP-BUILDING OPPORTUNITIES

- WILL USE PRINT TO EFFECTIVELY DELIVER TARGET GROUP IN EDITORIAL SETTINGS WHICH REINFORCE VIRGINIA SLIMS' IMAGE
- WILL UTILIZE TARGETED OOH TO REACH BULK OF LOCAL AUDIENCES CLOSE TO WHERE PURCHASES ARE MADE

WHERE CIGARETTES ARE USUALLY BOUGHT*
1992 PM HISPANIC TRACKING STUDY

	<u>HISPANICS</u>	<u>WHITES</u>	<u>INDEX</u>
SUPERMARKET/GROCERY	30.3%	39.0%	(78)
CONVENIENCE STORE	26.3	20.1	(131)
GAS	8.4	7.0	(120)
DRUG	1.9	5.6	(34)
DISCOUNT STORE	3.0	6.6	(45)
MILITARY COMMISSARY	1.3	3.8	(34)
LIQUOR	7.2	3.7	(195)

*AMONG RESIDENTS OF CA, NY, FL AND TX

- WILL ALSO PURSUE OTHER LESS TRADITIONAL MEDIA OPPORTUNITIES TO ENHANCE THE BRAND IMAGE AMONG OUR AUDIENCE WITHIN A RELEVANT CONTEXT AT THE COMMUNITY LEVEL



VIRGINIA SLIMS
1993 HISPANIC MEDIA OBJECTIVE & STRATEGIES

GEOGRAPHY

VIRGINIA SLIMS WILL USE PRINT TO ESTABLISH NATIONAL COVERAGE OF
THE HISPANIC FEMALE SMOKER MARKET

IN ADDITION, WILL ALSO UTILIZE LOCAL MEDIA TO DRIVE BRAND
AWARENESS IN KEY HISPANIC MARKETS

- RECOMMEND PURSUING A LOCAL EFFORT WITHIN THE TOP 10 HISPANIC
ADI'S
 - . THESE MARKETS ACCOUNT FOR CORE OR 62% OF TOTAL HISPANIC
POPULATION IN U.S., PRESENTING SOLID GROWTH
OPPORTUNITY FOR VIRGINIA SLIMS

RANK	ADI	VIRGINIA SLIMS SDI	HISPANIC POPULATION	% OF TOTAL U.S. HISPANIC POPULATION	% OF TOTAL MARKET POPULATION
1	LOS ANGELES	109	5,362.8M	21.9%	33.3%
2	NEW YORK	101	3,037.5	12.4%	16.5%
3	MIAMI	108	1,187.6	4.9%	34.4%
4	SAN FRANCISCO	92	996.2	4.1%	16.0%
5	CHICAGO	162	986.5	4.0%	11.3%
6	HOUSTON	152	881.8	3.6%	21.4%
7	SAN ANTONIO	53	860.7	3.5%	48.5%
8	MCALLEN-BROWNSVILLE	N/A	646.2	2.6%	86.7%
9	DALLAS/FT. WORTH	132	610.8	2.5%	12.7%
10	SAN DIEGO	105	70.3	2.3%	21.5%
	TOTAL		15,140.4	61.8%	27.9%

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VIRGINIA SLIMS
1993 HISPANIC MEDIA OBJECTIVE & STRATEGIES

SCHEDULING

IN ORDER TO SUSTAIN A CONTINUOUS PRESENCE IN KEY HISPANIC MARKETS VIRGINIA SLIMS WILL ALTERNATE PRINT MONTHS WITH OUT-OF-HOME MONTHS BEGINNING IN JUNE, 1993

- WILL UTILIZE PRINT IN JUNE, AUGUST, SEPTEMBER, OCTOBER AND DECEMBER
 - . MONTHS IN LINE WITH GENERAL MARKET SCHEDULE WITH THE EXCEPTION OF SEPTEMBER
 - ADDED SEPTEMBER TO HEIGHTEN IMPACT DURING 1993
- WILL USE OOH IN JULY, SEPTEMBER, OCTOBER AND NOVEMBER
 - . CONSISTENT WITH MAINLINE MONTHS

OTHER LESS TRADITIONAL MEDIA WILL BE SCHEDULED OPPORTUNISTICALLY DURING 1993 TO MAXIMIZE IMPACT OF OVERALL SCHEDULE

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VIRGINIA SLIMS
1993 HISPANIC MEDIA OBJECTIVE & STRATEGIES

ADVERTISING ENVIRONMENT

ALL PRINT MEDIA WILL BE SELECTED BASED ON THE EFFICIENT DELIVERY OF OUR KEY FEMALE SMOKER AUDIENCE AND QUALITY AND RELEVANCE OF EDITORIAL

OUT-OF-HOME MEDIA WILL BE USED ONLY IN AREAS OF HIGH HISPANIC DENSITY (80%+) AND WILL BE PLACED AS CLOSE AS POSSIBLE TO CIGARETTE PURCHASE OUTLETS

ALL OTHER MEDIA WILL BE EVALUATED ON THEIR ABILITY TO PROVIDE IMPACTFUL, RELATIONSHIP-BUILDING COMMUNICATION WITH OUR TARGET AUDIENCE AT A REASONABLE COST

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VIRGINIA SLIMS
1993 HISPANIC MEDIA OBJECTIVE & STRATEGIES

BUDGET

- RECOMMEND ALLOCATING \$898.3M OR APPROXIMATELY 4% OF VIRGINIA SLIMS' 1993 TOTAL BUDGET TO HISPANIC MEDIA
 - . IN LINE WITH HISPANICS' CURRENT VOLUME CONTRIBUTION

- HOWEVER, IN ORDER TO ACHIEVE VOLUME GROWTH OBJECTIVE AGAINST HISPANIC FEMALE SMOKERS, WILL EXPLORE MOST EFFICIENT WAYS OF DELIVERING HISPANIC MESSAGE THROUGH SPANISH MEDIA
 - . GOAL IS TO DELIVER IMPRESSIONS 1 1/2 TIMES HISPANICS' CONTRIBUTION TO VOLUME
 - . DELIVER A MINIMUM OF 6% OF TOTAL IMPRESSIONS THROUGH HISPANIC AND GENERAL MARKET MEDIA WITH 4% OF DOLLARS

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PLAN RECOMMENDATION

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III. HISPANIC MEDIA PLAN RECOMMENDATION

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VIRGINIA SLIMS
1993 HISPANIC MEDIA RECOMMENDATION
SUMMARY

- RECOMMEND SPENDING \$898.3M IN HISPANIC MEDIA AS FOLLOWS:

	1993				1992			
	\$	S.O.\$	INDEX VS. YEAR AGO	# OF PAGES/ MONTHS	\$	S.O.\$	# OF PAGES MONTHS	
OUTDOOR	\$508.3M	56%	(69)	4 MOS.	\$735.5M	67%	4 MOS.	
MAGAZINES	216.6	24%	(78)	55/5 MOS.	278.4	26%	75/7 MOS.	
SUPPLEMENTS	77.1	9%	(105)	3/3 MOS.	73.5	7%	3/9 MOS.	
EVENTS	62.0	7%	(-)	1	0.0	0%	-	
CO-OP DIRECT MAIL	34.3	4%	(-)	1	0.0	0%	-	
TOTAL	\$898.3	100%	(83)		\$1,087.4	100%		

*DOES NOT INCLUDE VIRGINIA SLIMS TENNIS OR FASHION SPREE ACTIVITY

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VIRGINIA SLIMS
1993 HISPANIC MEDIA RECOMMENDATION
\$898.3M
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1993

1993		January			February			March			April			May			June			July			August			September			October			November			December								
		4	11	18	25	1	8	15	22	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	4	11	18	25	1	8	15	22	29	5	12	19	26	31		
OUT-OF-HOME		\$508.3M																																									
B-Sheet Bus Shelters																																											
MAGAZINES		218.8M																																									
		# OF		# OF																																							
		INS.		PGS.																																							
Tier I																																											
Cosmo.		5		5		12.7M																																					
Cristina		5		5		19.4M																																					
Harper's		5		5		5.2M																																					
Haire C		5		5		7.8M																																					
Mas		5		5		96.0M																																					
R.P. Nov.		2		3		22.4M																																					
TV y N.		5		5		13.4M																																					
Tier II																																											
Imagen		5		5		17.8M																																					
Van.		5		5		16.0M																																					
Tier III																																											
Buenhog.		3		3		3.5M																																					
Ideas		3		3		2.4M																																					
SUPPLEMENT						77.1M																																					
Tier III																																											
Vista		3		3		77.1M																																					
ALTERNATIVE MEDIA																																											
BuenCupon-LA, Miami						34.3M																																					
Fieston-NY						62.0M																																					

LEGEND

PG=PAGE
BC=BACK COVER
2C=SECOND COVER
2CSP=SECOND COVER SPREAD
CSP=CENTER SPREAD

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VIRGINIA SLIMS
1993 HISPANIC MEDIA RECOMMENDATION
MAGAZINES/SUPPLEMENTS
\$293.7M

- RECOMMEND ADVERTISING IN HISPANIC BOOKS THAT WILL ALLOW VIRGINIA SLIMS TO EFFECTIVELY AND EFFICIENTLY DELIVER HISPANIC FEMALE SMOKERS
 - . WILL CREATE 3 TIERS OF PUBLICATIONS BASED ON THEIR DELIVERY OF THE VIRGINIA SLIMS 21-34 FEMALE SMOKER PRIMARY TARGET
 - TIER 1 WILL CONSIST OF FEMALE OR DUAL BOOKS WITH A 40% OR GREATER ADULT 18-34 COMPOSITION WHICH OFFER A FASHION/ENTERTAINMENT SLANT
 - . CONSISTENT WITH VIRGINIA SLIMS' IMAGE
 - . 5X/YEAR FREQUENCY SCHEDULED IN LINE WITH GENERAL MARKET MONTHS, WITH THE EXCEPTION OF REVISTA PARA NOVIAS
 - 2X/YEAR FREQUENCY SINCE BOOK IS ONLY PUBLISHED QUARTERLY AND CREATIVE NOT AVAILABLE UNTIL JUNE
 - . SCHEDULE 1 SPREAD IN EACH BOOK DURING 1993

TIER I HISPANIC BOOKS

COSMOPOLITAN	MAS
CRISTINA	REVISTA PARA NOVIAS
HARPER'S BAZAAR	TV Y NOVELAS
MARIE CLAIRE	

- TIER II WILL CONSIST OF FEMALE BOOKS WITH LESS THAN 40% ADULT 18-34 COMPOSITION, WHICH STILL OFFER THE DESIRED FASHION/ENTERTAINMENT EDITORIAL
 - . 5X/YEAR FREQUENCY SCHEDULED IN LINE WITH GENERAL MARKET MONTHS
 - . 100% SINGLE PAGE UNITS

TIER II HISPANIC BOOKS

IMAGEN
VANIDADES



VIRGINIA SLIMS
1993 HISPANIC MEDIA RECOMMENDATION
MAGAZINES/SUPPLEMENTS (CONT.)

- TIER III WILL BE COMPRISED OF FEMALE OR DUAL BOOKS
THAT SKEW YOUNG AND EXTEND THE COVERAGE OF OUR KEY
TARGET AUDIENCE BUT DO NOT PROVIDE A
FASHION/ENTERTAINMENT FOCUS
 - . 3X/YEAR FREQUENCY
 - . 100% SINGLE PAGE UNITS

TIER III HISPANIC BOOKS

BUEN HOGAR
IDEAS
VISTA

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VIRGINIA SLIMS
1993 HISPANIC MEDIA RECOMMENDATION
MAGAZINES/SUPPLEMENTS (CONT.)

- OF THE 12 RECOMMENDED BOOKS, A TOTAL OF 10 REACH THE LESS ACCULTURATED SPANISH-DOMINANT HISPANIC FEMALE SMOKERS OTHERWISE NOT BEING REACHED BY GENERAL MARKET PUBLICATIONS
- REMAINING 2 BOOKS, REVISTA PARA NOVIAS AND VISTA, ALLOW VIRGINIA SLIMS TO EXTEND REACH AMONG MORE ACCULTURATED HISPANIC WOMEN

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VIRGINIA SLIMS
1993 HISPANIC MEDIA RECOMMENDATION
MAGAZINES/SUPPLEMENTS (CONT.)

- IN REGARDS TO POSITIONING, WILL SECURE COVER FRANCHISE POSITIONS IN ALL BOOKS WHENEVER POSSIBLE
 - . MAXIMIZE IMPACT AND ADDITIONAL EXPOSURES AGAINST HISPANIC FEMALE SMOKERS
- WILL RUN OPPOSITE FASHION EDITORIAL WHEN COVER POSITIONS NOT AVAILABLE
- WILL EXPLORE SPECIAL OPPORTUNITIES FOR INSERTIONS AND/OR POSITIONS AS THEY BECOME AVAILABLE
 - . I.E. SPECIAL SUPPLEMENTS

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VIRGINIA BLISS
1983 HISPANIC MEDIA RECOMMENDATION
MAGAZINE/SUPPLEMENTS

MAGAZINE	LANG.	CIRC.	CPM	%M/F	FEMALE CPM	AUDIT	DISTRIBUTION	FREQUENCY	PAC+B GROSS COST	# OF INSTN PPS	GROSS COST	# OF INSTN PPS	2C+B COST	# OF INSTN PPS	BC+B COST	# OF INSTN PPS	TOTAL COST	TOTAL INSTNS	TOTAL PPS	
TIER I																				
COSMOPOLITAN	S	35.6	49.72	13/87	57.15	ABC	100% PD	MONTHLY	1770.00	0	0	4072.00	1	2	2086.00	1	1	2213.00	3	3
CRISTINA REVISTA	S	106.2	25.42	3070	36.32	NOT AUD.	100% PD	MONTHLY	2700.00	0	0	8210.00	1	2	3105.00	1	1	3375.00	3	3
HARRIS BAZAR	S	13.4	53.73	5595	56.56	NOT AUD.	100% PD	6X YEAR	720.00	0	0	1564.00	1	2	828.00	1	1	900.00	3	3
MARIE CLARE	S	15.2	71.05	8194	75.59	NOT AUD.	100% PD	MONTHLY	1080.00	0	0	2484.00	1	2	1242.00	1	1	1363.00	3	3
MAS	S	630.0	25.40	38952	40.96	BPA	100% NP	10X YEAR	18000.00	3	4	32000.00	0	0	18000.00	0	0	18000.00	2	2
REVISTA PARA NOVIAS	B	125.0	58.80	8194	63.82	NOT AUD.	100% PD	QUARTERLY	7475.00	0	0	14950.00	1	2	7475.00	0	0	7475.00	1	1
TV Y NOVELAS U.S.A.	S	71.8	25.85	13767	26.71	ABC	100% PD	2X MONTH	1856.00	0	0	4288.00	1	2	2194.00	1	1	2300.00	3	3
TIER II																				
IMAGEN	S	75.0	47.32	8394	50.34	ABC	100% PD	MONTHLY	3546.00	5	5	8557.50	0	0	4278.75	0	0	4620.00	0	0
VANDADES CONTINENTAL	S	57.7	45.75	13167	52.59	ABC	100% PD	2X MONTH	2840.00	0	0	6072.00	0	0	3036.00	2	2	3300.00	3	3
TIER III																				
BUENHOGAR	S	23.4	41.03	5395	43.18	NOT AUD.	100% PD	2X MONTH	960.00	0	0	2208.00	0	0	1104.00	1	1	1200.00	2	2
IDEAS PARA BU HOGAR	S	12.2	54.10	1090	60.11	NOT AUD.	100% PD	MONTHLY	680.00	0	0	1518.00	0	0	759.00	1	1	825.00	2	2
MAGAZINE TOTAL																	216003.00	48	55	
SUPPLEMENT																				
TIER III																				
VISTA	B	1000.0	20.80	42168	35.52	ABC	100% NP	MONTHLY	20801.00	0	0	45507.00	0	0	22753.50	0	0	25704.00	3	3
SUPPLEMENT TOTAL																	77112.00	3	3	
MAGAZINE/SUPPLEMENT TOTAL																	293715.00	51	58	

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VIRGINIA SLIMS
1993 HISPANIC MEDIA RECOMMENDATION
OUTDOOR
\$508.3M

- RECOMMEND PURSUING AN OUTDOOR PRESENCE IN JULY, SEPTEMBER, OCTOBER AND NOVEMBER TO EXTEND REACH PROVIDED BY MAGAZINES
 - . CONSISTENT WITH GENERAL MARKET, ACHIEVE A MINIMUM OF 25 SHOWINGS PER MONTH IN THE TOP 10 HISPANIC MARKETS
- UTILIZE 8-SHEETS IN ALL 10 MARKETS
 - . POSITION BOARDS AS CLOSE AS POSSIBLE TO HISPANIC GROCERY AND CONVENIENCE STORES IN HIGH DENSITY HISPANIC AREAS (+80% HISPANIC)
 - WILL BE PURCHASING FEWER SHOWINGS THAN YA, BUT MORE STRATEGICALLY PLACED ONES
- UTILIZE BUS SHELTERS IN LOS ANGELES, NEW YORK AND MIAMI TO MAXIMIZE VISIBILITY IN HIGH-DENSITY HISPANIC AREAS

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VIRGINIA SLIMS
1993 HISPANIC MEDIA RECOMMENDATION
OUTDOOR

MARKETS	SHOWING	MONTHLY 8-SHEET COST	SHOWING	MONTHLY BUS SHELTERS COST	MONTHLY TOTAL	# OF MOS.	TOP 10 TOTAL COST
LOS ANGELES	25	18900	25	31875	50775	4	203100
NEW YORK/NEW JERSEY	25	7750	25	39138	46888	4	187552
MIAMI	25	4625	25	7312	11937	4	47748
SAN FRANCISCO	25	613	N/A	N/A	613	4	2452
CHICAGO	25	3375	N/A	N/A	3375	4	13500
HOUSTON	25	2700	N/A	N/A	2700	4	10800
SAN ANTONIO	25	3696	N/A	N/A	3696	4	14784
MCALLEN-BROWNSVILLE	25	3245	N/A	N/A	3245	4	12980
DALLAS/FT WORTH	25	1342	N/A	N/A	1342	4	5368
SAN DIEGO	25	2498	N/A	N/A	2498	4	9992
TOTAL		48744		78325	127069		508276

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VIRGINIA SLIMS
1993 HISPANIC MEDIA RECOMMENDATION
ALTERNATIVE MEDIA

- IN ORDER TO INCREASE THE IMPACT OF OUR OVERALL PLAN,
RECOMMEND THAT THE BRAND EXPAND COVERAGE TO LESS TRADITIONAL
MEDIA IN EACH OF THE TOP THREE HISPANIC MARKETS
 - . LOS ANGELES
 - . NEW YORK
 - . MIAMI

- SPECIFICALLY, RECOMMEND THAT VIRGINIA SLIMS TEST TWO NEW
OPTIONS
 - . DIRECT MAIL IN LOS ANGELES AND MIAMI
 - . EVENTS IN NEW YORK

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VIRGINIA SLIMS
1993 HISPANIC MEDIA RECOMMENDATION
CO-OP DIRECT MAIL
\$34.3M

- GIVEN NEED TO INCREASE VIRGINIA SLIMS' BRAND SHARE, RECOMMEND TESTING THE OPPORTUNITY OFFERED BY DIRECT MAIL
 - . WILL ALLOW VIRGINIA SLIMS TO EFFICIENTLY PROMOTE TRIAL AMONG LESS ACCULTURATED, SPANISH-DOMINANT HISPANIC CONSUMERS
 - . WILL ALSO ALLOW VIRGINIA SLIMS TO GENERATE NAMES OF SPANISH-LANGUAGE LITERATE AND RESPONSIVE HISPANIC FEMALE SMOKERS
 - EXPLORE FOLDING INTO "SLIMS CLUB" IN 1994 AND BEYOND
- UTILIZE BUEN CUPON TO RUN A FULL-PAGE CONTINUITY OFFER TO HISPANIC FEMALES IN LOS ANGELES AND MIAMI DURING SEPTEMBER/OCTOBER/NOVEMBER
 - . QUARTERLY CO-OP DIRECT MAIL MAGAZINE FEATURING COUPONS, RECIPES AND CONSUMER CONTESTS/SWEEPSTAKES
 - SENT IN 3 WAVES TO UNDUPLICATED HISPANIC FEMALES WHO HAVE RESPONDED TO SPANISH-LANGUAGE CONTESTS AND PROMOTIONS AND/OR SUBSCRIBE TO SPANISH-LANGUAGE MAGAZINES
 - . 300M TOTAL IN LOS ANGELES AND 75M TOTAL IN MIAMI
 - PIECE ALSO INSERTED 2-3 TIMES INTO THE TOP PAID NEWS-PAPER(S) IN LOS ANGELES AND MIAMI AS A FREE-STANDING INSERT
 - . LA OPINION IN LOS ANGELES OR 200M CIRCULATION TOTAL
 - . EL NUEVO HERALD AND DIARIO LAS AMERICAS IN MIAMI OR 300M TOTAL
 - ALSO DISTRIBUTED BY BUEN CUPON REPRESENTATIVES AT PROMINENT RETAIL LOCATIONS
 - . 150M IN LOS ANGELES AND 150M IN MIAMI
 - . BUEN CUPON PROGRAM ALSO PROVIDES VIRGINIA SLIMS WITH "SHELF TALKERS" AT POINT-OF-SALE LOCATIONS IN HISPANIC SUPERMARKETS
 - INCREASE PRESENCE WHERE AND WHEN HISPANICS ARE MAKING PURCHASING DECISIONS

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VIRGINIA SLIMS
1993 HISPANIC MEDIA RECOMMENDATION
EVENTS
\$62.0M

- GIVEN WHAT WE KNOW ABOUT HISPANIC WOMEN AND THEIR STRONG INTEREST IN FASHION AND BEAUTY, ALSO RECOMMEND FINDING UNIQUE WAYS TO POSITION VIRGINIA SLIMS AS THE MOST CONTEMPORARY, FASHIONABLE BRAND
 - . NEED TO EXPLORE ALTERNATIVE MEDIA WHICH DELIVER YOUNG HISPANIC SMOKERS IN A RELEVANT ENVIRONMENT, GIVEN PRINT'S SOMEWHAT LIMITED CIRCULATION AMONG HISPANIC FEMALES
 - ONLY 54% OF HISPANIC WOMEN REPORT READING SPANISH OR ENGLISH-LANGUAGE MAGAZINES REGULARLY
- AGENCY BELIEVES THAT HISPANIC FESTIVALS OFFER AN EXCELLENT WAY TO REACH AND BUILD RELATIONSHIPS WITH LARGE NUMBERS OF HISPANICS
 - . HISPANICS LOOK FAVORABLY UPON MARKETERS INVOLVED IN COMMUNITY EVENTS
 - . CONSUMERS ATTENDING HISPANIC FESTIVALS MOST LIKELY TO BE THE LEAST ACCULTURATED HISPANICS IN THE U.S.
 - RECENT ARRIVALS WHO ARE HUNGRY FOR INFORMATION
 - GREATEST UNDERDELIVERY THROUGH GENERAL MARKET AND HISPANIC PRINT

SOURCE: YANKELOVICH HISPANIC MONITOR

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VIRGINIA SLIMS
1993 HISPANIC MEDIA RECOMMENDATION
EVENTS (CONT.)

- RECOMMEND DEVELOPING AND TESTING A SPECIAL CONCEPT AT NEW YORK'S "FIESTON" EVENT IN SEPTEMBER
 - . NEWEST AND LARGEST HISPANIC FESTIVAL IN THE U.S. WITH APPROXIMATELY 1.2MM ATTENDANCE
 - . ALLOWS VIRGINIA SLIMS TO EXPAND COVERAGE OF THE HISPANIC POPULATION IN THE SECOND LARGEST HISPANIC MARKET BEYOND PRINT AND OOH
- INTRODUCE THE "VIRGINIA SLIMS FASHION TOUR" TO NEW YORK HISPANIC WOMEN VIA UNIVISION AND MAS MAGAZINE
 - . VIRGINIA SLIMS WILL SPONSOR CONTEMPORARY, FAST-PACED FASHION SHOWS FEATURING STYLES FROM PROMINENT HISPANIC DESIGNERS SUCH AS CAROLINA HERRERA, OSCAR DE LA RENTA AND RAFAEL SANCHEZ
 - MODELING WILL TAKE PLACE ON SLIGHTLY ELEVATED FASHION RUNWAY WITH A BACK DROP OF RHYTHMIC LATIN MUSIC
 - HOSTED BY THE POPULAR MARIZA ESCOBEDO, MAS MAGAZINE'S FASHION EDITOR
 - . WILL USE LATIN MODELS FROM LOCAL TALENT AGENCIES
 - WILL REINFORCE VIRGINIA SLIMS FASHION IMAGE WHILE SUBTLY COMMUNICATING THE BRAND'S ASPIRATIONAL MESSAGE
 - . VIRGINIA SLIMS WILL HOST BOOTH IN CONJUNCTION WITH FASHION SHOWS TO PROMOTE SAMPLING
 - WILL SELL CIGARETTES AND AWARD PREMIUMS TO PURCHASERS WHO HAVE COMPLETED SIGNATURE CARDS
 - . ENSURE THAT PREMIUMS ARE RELEVANT AND DESIRABLE TO YOUNG HISPANIC FEMALES TO ENCOURAGE PRODUCT SAMPLING
 - I.E. MAKE-UP BAGS, LIPSTICK CASES, MANICURE KITS, T-SHIRTS, LIGHTERS, ETC..
 - . ALSO DISTRIBUTE COUPONS TO CONSUMERS TO ENCOURAGE FUTURE TRIAL/RE-PURCHASE
 - . WILL ENABLE VIRGINIA SLIMS TO GENERATE NAMES FOR FUTURE EFFORTS IN 1994

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APPENDIX

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IV. APPENDIX

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VIRGINIA SLIMS 1993 HISPANIC MAGAZINE/SUPPLEMENT RECOMMENDATION
COMPARISON TO 1992 PLAN

	<u>1993**</u>		<u>1992</u>	
	<u>\$</u>	<u>PAGES/ INSERTIONS</u>	<u>\$</u>	<u>PAGES/ INSERTIONS</u>
COSMOPOLITAN	\$12.7M	6/5	\$13.3M	7/7
CRISTINA	19.4	6/5	29.5	7/6
HARPER'S BAZAAR	5.2	6/5	3.6	5/5
MARIE CLAIRE	7.8	6/5	15.0	7/6
MAS	96.0	6/5	121.8	8/7
NOVIAS	22.4	3/2	3.5	1/1
TV Y NOVELAS	13.4	6/5	16.3	7/6
IMAGEN	17.8	5/5	19.2	6/5
VANIDADES	16.0	5/5	17.1	7/6
IDEAS	2.4	3/3	6.4	7/6
BUEN HOGAR	3.5	3/3	7.0	7/5
VISTA	77.1	3/3	73.5	3/3
TEMAS	-	-	25.7	6/6
	<u>\$293.7M</u>	<u>58/51</u>	<u>\$351.9M</u>	<u>78/69</u>

**RECOMMENDED 1993 MAGAZINE LIST SAME VERSUS 1992 EXCEPT FOR TEMAS (NOT INCLUDED DUE TO ITS INCONSISTENT PRODUCTION QUALITY AND LITTLE FASHION EDITORIAL)

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VIRGINIA SLIMS
DEMOGRAPHIC ANALYSIS OF HISPANIC MAGAZINES

MAGAZINE	TOTAL CIRC. (M)	% M/% F	FEMALE CIRC.	FEMALE CPM	MEDIAN AGE	EDUCATIONAL STATUS	OCCUPATION	MEDIAN INCOME	SOURCE	OTHER
<u>SPANISH-LANGUAGE</u>										
IMAGEN	75.0	6%M/ 94%F	70.5	\$50.34	64% 25-49	81% COLL. GRAD.	N/A	55.9% <\$25M 44.1% >\$25M	MARKETING CENTER 1990	
MAS	630.0	38%M/ 62%F	390.6	\$42.88	48% 18-34	26% COLL. GRAD. 20% H.S. 54% >H.S.	49% EMPLOYED 38% HOMEMAKER 8% RETIRED	\$25,000	NORMAN HECHT RESEARCH 1990, 1991	
TEMAS**	113.5	47%M/ 53%F	60.1	\$50.00	32% 21-30 6% 15-20 43% 31-40 19% 41+	N/A	N/A	6% <\$15M 28% \$15-25M 44% \$25-35M 14% \$35-55M 8% 55+	IN-HOUSE READERSHIP STUDY '91	
BUEN HOGAR	23.4	5%M/ 95%F	22.2	\$46.06	35% 18-34 74% 25-54	77% H.S. 43% ATT. COLL. 24% GRAD. COLL.	60% WC 37% BC 3% OTHER	\$34,110	IN-HOUSE READERSHIP STUDY '91	35% OF READERS HAVE AT LEAST 1 SMOKER IN HOME
COSMOPOLITAN	35.6	13%M/ 87%F	30.9	\$57.15	42% 18-34 77% 25-54	77% H.S. 43% ATT. COLL. <3% GRAD. COLL.	62% WC 35% BC	\$35,680	SRC 1991	37% OF READERS HAVE AT LEAST 1 SMOKER IN HOME
CRISTINA	106.2	30%M/ 70%F	74.3	\$36.32	41% 18-34 72% 25-54	73% H.S. 35% ATT. COLL. 17% GRAD. COLL.	51% WC 45% BC	\$31,750	BASED ON TV Y NOVELAS SRC '91	39% OF READERS HAVE AT LEAST 1 SMOKER IN HOME
HARPER'S BAZAAR	13.4	5%M/ 95%F	12.7	\$56.56	29%	N/A	N/A	\$36,000	IN-HOUSE READERSHIP STUDY 1991	
IDEAS PARA SU HOGAR	12.2	10%M/ 90%F	10.9	\$64.12	N/A	N/A	N/A	N/A	-	-

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VIRGINIA SLIMS
DEMOGRAPHIC ANALYSIS OF HISPANIC MAGAZINES

<u>MAGAZINE</u>	<u>TOTAL CIRC. (M)</u>	<u>% M/% F</u>	<u>FEMALE CIRC.</u>	<u>FEMALE CPM</u>	<u>MEDIAN AGE</u>	<u>EDUCATIONAL STATUS</u>	<u>OCCUPATION</u>	<u>MEDIAN INCOME</u>	<u>SOURCE</u>	<u>OTHER</u>
<u>SPANISH-LANGUAGE (CONT.)</u>										
MARIE CLAIRE	15.2	6%M/ 94%F	14.3	\$75.59	18% 18-24 54% 25-39 28% 40+	81% H.S. 45% ATT. COLL. 28% GRAD. COLL.	73% WORKING WOMEN 27% HOMEMAKER	\$36,870	IN-MAGAZINE CARD SURVEY APR'91	
TV Y NOVELAS	71.8	13%M/ 87%F	62.5	\$29.71	41% 18-34 72% 25-54	51% H.S. 35% ATT. COLL. 17% GRAD. COLL.	51% WC 45% BC 4% OTHER	\$31,750	SRC 1991	39% HAVE AT LEAST 1 SMOKER IN HOME
VANIDADES	57.7	13%M/ 87%F	50.2	\$52.59	71% 25-54 29% 18-34	80% H.S. 47% ATT. COLL. 27% GRAD. COLL.	66% WC 32% BC 1% OTHER	\$38,060	SRC 1991	33% HAVE AT LEAST 1 SMOKER IN HOME
CANALES**	88.7	48%M/ 52%F	46.1	\$65.56	41% 18-24	12% SOME H.S. 54% H.S. GRAD. 23% SOME COLL. 12% COLL. GRAD.	N/A	\$16,900	1989 IN-HOUSE READERSHIP STUDY	
<u>BILINGUAL</u>										
HISPANIC**	152.4	46%M/ 54%F	81.7	\$86.70	82% 18-49	74% ATT/GRAD. COLL.	56% WC 44% OTHER	\$54,600	SMRB 1990	
NOVIAS	125.0	6%M/ 94%F	117.5	\$63.62	N/A	N/A	N/A	N/A		
VISTA	1,000.0	42%M/ 58%F	580.0	\$35.52	52% 18-34 31% 25-34 35% 35-54 5% 55-64 7% 65+	49% ATT. COLL.	31% WC 69% OTHER	49% \$30M+ 35% < \$20M 15% \$20-29M	NUSTATS, INC. 1992	
SELECTA**	30.0	38%M/ 62%F	18.6	\$149.59	16% 15-24 29% 25-44 47% 45-64 8% 65+	N/A	N/A	N/A	SELECTA MEDIA KIT	

**NOT RECOMMENDED FOR 1993 VIRGINIA SLIMS HISPANIC PLAN

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Source: <https://www.industrydocuments.ucsf.edu/docs/jqmm0004>

QUALIFICATIONS **12 YEARS OF SUCCESSFUL EXPERIENCE IN THE
FASHION AND BEAUTY INDUSTRY INCLUDING:**

- * Advertising**
- * Styling**
- * Sales**
- * PR**

ESTEE LAUDER INTERNATIONAL/CLINIQUE INTERNATIONAL
Regional Sales Manager

ELIZABETH ARDEN/PARFUMS LAGERFELD/PARFUMS FENDI
Regional Manager-Mexico Duty Free
Beauty Training Director

MISS BAJA CALIFORNIA BEAUTY PAGEANT
Fashion & Beauty Director

CLIENTS:

**Saks Fifth Avenue, Neiman Marcus, Marshall Fields, Kodak, Avon,
Surf Detergent, Elizabeth Arden, The Broadway, Victoria Creations,
Parfums Elizabeth Taylor, IBM, Fruit of The Loom, Jordan Marsh,
Richelieu Pearls, Tide detergent, RICH'S, Parfums Fendi, AT&T.**

ADVERTISING AGENCIES:

**J. Walter Thompson, The Bravo Group, Young & Rubicam, Inc. Wolff
Associates, Vidal, Reynardus & Moya, Quality Marketing Services,
Uniworld Inc., Saatchi & Saatchi Advertising, Grey Advertising,
Phillips Ramsey Inc.**

EDITORIAL:

BELLA ESTETICA, IMAGEN MAGAZINE, SER PADRES, EMBARAZO, MAS.

PRESENTLY:

ASSOCIATE FASHION AND BEAUTY EDITOR.

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1991 HISPANIC MEDIA COMPETITIVE
TOBACCO CATEGORY

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BENSON & HEDGES CIGARETTES
HISPANIC SPENDING BY MARKET

1991

	OUTDOOR	NEWSPAPERS	MAGAZINES	SUPPLEMENTS	TOTAL	S.O.S
NATIONAL			\$103,351	\$80,044	\$183,395	50%
LOS ANGELES	\$22,040	\$0	\$0	\$0	\$22,040	6%
BAKERSFIELD					\$0	0%
LOS ANGELES	\$22,040				\$22,040	6%
PALM SPRINGS					\$0	0%
SANTA BARBARA					\$0	0%
LAS VEGAS					\$0	0%
NEW YORK	\$81,731				\$81,731	22%
MIAMI	\$6,552	\$0	\$0	\$0	\$6,552	2%
MIAMI	\$6,552				\$6,552	2%
WEST PALM BEACH					\$0	0%
SAN ANTONIO	\$7,410	\$0	\$0	\$0	\$7,410	2%
AUSTIN					\$0	0%
SAN ANTONIO	\$7,410				\$7,410	2%
SAN FRANCISCO	\$3,440	\$0	\$0	\$0	\$3,440	1%
SALINAS-MONTEREY					\$0	0%
SAN FRANCISCO	\$3,440				\$3,440	1%
CHICAGO	\$5,325				\$5,325	1%
HOUSTON	\$3,508				\$3,508	1%
ALBUQUERQUE	\$3,536				\$3,536	1%
EL PASO	\$4,952	\$0	\$0	\$0	\$4,952	1%
EL PASO	\$4,952				\$4,952	1%
ODessa-MIDLAND					\$0	0%
SAN DIEGO	\$6,318				\$6,318	2%
FRESNO					\$0	0%
DALLAS-FT. WORTH	\$1,872	\$0	\$0	\$0	\$1,872	1%
DALLAS-FT. WORTH	\$1,872				\$1,872	1%
WACO-TEMPLE					\$0	0%
ARILENE-SUREWATER					\$0	0%
ARIZONA	\$5,148	\$0	\$0	\$0	\$5,148	1%
TUCSON					\$0	0%
EL CENTRO-TUMA					\$0	0%
PHOENIX	\$5,148				\$5,148	1%
SACRAMENTO-STOCKTON	\$2,526	\$0	\$0	\$0	\$2,526	1%
RENO					\$0	0%
SACRAMENTO-STOCKTON	\$2,526				\$2,526	1%
CORPUS CHRISTI	\$11,270	\$0	\$0	\$0	\$11,270	3%
LAREDO					\$0	0%
MCCALL-BROWNSVILLE	\$6,182				\$6,182	2%
CORPUS CHRISTI	\$5,088				\$5,088	1%

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NEWSON & HEDGES CIGARETTES
HISPANIC SPENDING BY MARKET

1991

	OUTDOOR	NEWSPAPERS	MAGAZINES	SUPPLEMENTS	TOTAL	S.O.S
DENVER	\$5,358	\$0	\$0	\$0	\$5,358	1%
DENVER	\$5,358				\$5,358	1%
COLORADO SPRINGS					\$0	0%
PHILADELPHIA					\$0	0%
TAMPA-ST. PETERSBURG					\$0	0%
BOSTON					\$0	0%
LUBBOCK-AMARILLO	\$0	\$0	\$0	\$0	\$0	0%
LUBBOCK					\$0	0%
AMARILLO					\$0	0%
WASHINGTON D.C.					\$0	0%
WARTFORD-NEW HAVEN					\$0	0%
SALT LAKE CITY (UTAH)					\$0	0%
DETROIT					\$0	0%
SEATTLE-TACOMA	\$0	\$0	\$0	\$0	\$0	0%
SEATTLE-TACOMA					\$0	0%
YAKIMA					\$0	0%
PORTLAND					\$0	0%
ORLANDO					\$0	0%
MILWAUKEE					\$0	0%
NEW ORLEANS					\$0	0%
ATLANTA					\$0	0%
CLEVELAND					\$0	0%
KANSAS CITY					\$0	0%
PROVIDENCE-NEW BEDFORD	\$13,386				\$13,386	4%
NEW JERSEY					\$0	0%
TOTAL SPENDING	\$184,372	\$0	\$103,351	\$80,044	\$367,767	100%

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BULL DURHAM CIGARETTES
HISPANIC SPENDING BY MARKET

1991						
	OUTDOOR	NEWSPAPERS	MAGAZINES	SUPPLEMENTS	TOTAL	S.O.S
NATIONAL			\$25,500		\$25,500	100%
TOTAL SPENDING	\$0	\$0	\$25,500	\$0	\$25,500	100%

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CAMEL CIGARETTES
HISPANIC SPENDING BY MARKET

1991

	OUTDOOR	NEWSPAPERS	MAGAZINES	SUPPLEMENTS	TOTAL	S.O.S
NATIONAL			\$4,590		\$4,590	0%
LOS ANGELES	\$737,203	\$32,972	\$0	\$0	\$770,175	22%
BAKERSFIELD		\$3,432			\$3,432	0%
LOS ANGELES	\$737,203	\$29,540			\$766,743	22%
PALM SPRINGS					\$0	0%
SANTA BARBARA					\$0	0%
LAS VEGAS					\$0	0%
NEW YORK	\$650,208	\$25,194			\$675,402	19%
MIAMI	\$534,409	\$49,928	\$0	\$0	\$584,337	17%
MIAMI	\$534,409	\$49,928			\$584,337	17%
WEST PALM BEACH					\$0	0%
SAN ANTONIO	\$203,069	\$6,113	\$0	\$0	\$209,182	6%
AUSTIN					\$0	0%
SAN ANTONIO	\$203,069	\$6,113			\$209,182	6%
SAN FRANCISCO	\$55,410	\$20,037	\$0	\$0	\$75,447	2%
SALINAS-MONTEREY					\$0	0%
SAN FRANCISCO	\$55,410	\$20,037			\$75,447	2%
CHICAGO	\$181,122	\$40,386			\$221,508	6%
HOUSTON	\$116,588	\$18,074			\$134,662	4%
ALBUQUERQUE	\$27,100	\$20			\$27,620	1%
EL PASO	\$103,873	\$1,498	\$0	\$0	\$105,371	3%
EL PASO	\$103,873	\$1,498			\$105,371	3%
ODESSA-MIDLAND					\$0	0%
SAN DIEGO	\$50,000	\$486			\$50,486	1%
FRESNO	\$21,406	\$5,354			\$26,760	1%
DALLAS-FT. WORTH	\$35,740	\$4,500	\$0	\$0	\$40,240	1%
DALLAS-FT. WORTH	\$35,740	\$4,500			\$40,240	1%
WACO-TEMPLE					\$0	0%
ARLINGTON-SHEPHERD					\$0	0%
ARIZONA	\$178,610	\$1,049	\$0	\$0	\$179,659	5%
TUCSON	\$56,540				\$56,540	2%
EL CENTRO-TUMA					\$0	0%
PHOENIX	\$122,070	\$1,049			\$123,119	4%
SACRAMENTO-STOCKTON	\$0	\$4,71	\$0	\$0	\$4,71	0%
RENO					\$0	0%
SACRAMENTO-STOCKTON		\$4,71			\$4,71	0%
CORPUS CHRISTI	\$156,437	\$0	\$0	\$0	\$156,437	4%
LAREDO					\$0	0%
MCALLER-BROWNSVILLE	\$142,560				\$142,560	4%
CORPUS CHRISTI	\$13,877				\$13,877	0%

2070419811

CAMEL CIGARETTES
HISPANIC SPENDING BY MARKET

1991						
	OUTDOOR	NEWSPAPERS	MAGAZINES	SUPPLEMENTS	TOTAL	S.O.%
DENVER	\$80,474	\$800	\$0	\$0	\$81,274	2%
DENVER	\$80,474				\$80,474	2%
COLORADO SPRINGS		\$800			\$800	0%
PHILADELPHIA	\$13,416				\$13,416	0%
TAMPA-ST. PETERSBURG					\$0	0%
BOSTON					\$0	0%
LUBBOCK-AMARILLO	\$0	\$0	\$0	\$0	\$0	0%
LUBBOCK					\$0	0%
AMARILLO					\$0	0%
WASHINGTON D.C.					\$0	0%
HARTFORD-NEW HAVEN					\$0	0%
SALT LAKE CITY (UTAH)					\$0	0%
DETROIT					\$0	0%
SEATTLE-TACOMA	\$0	\$0	\$0	\$0	\$0	0%
SEATTLE-TACOMA					\$0	0%
YAKIMA					\$0	0%
PORTLAND					\$0	0%
ORLANDO					\$0	0%
MILWAUKEE					\$0	0%
NEW ORLEANS					\$0	0%
ATLANTA					\$0	0%
CLEVELAND					\$0	0%
KANSAS CITY					\$0	0%
PROVIDENCE-NEW BEDFORD					\$0	0%
NEW JERSEY	\$121,918				\$121,918	4%
TOTAL SPENDING	\$3,267,073	\$207,382	\$4,590	\$0	\$3,479,045	100%

2070419812

CAPRI CIGARETTES
HISPANIC SPENDING BY MARKET

1991

	OUTDOOR	NEWSPAPERS	MAGAZINES	SUPPLEMENTS	TOTAL	S.O.\$
NATIONAL					\$0	0%
DENVER	\$13,750	\$0	\$0	\$0	\$13,750	100%
DENVER	\$13,750				\$13,750	100%
COLORADO SPRINGS					\$0	0%
TOTAL SPENDING	\$13,750	\$0	\$0	\$0	\$13,750	100%

2070419813

DAKOTA CIGARETTES
HISPANIC SPENDING BY MARKET

1991

	OUTDOOR	NEWSPAPERS	MAGAZINES	SUPPLEMENTS	TOTAL	S.D.S
NATIONAL					\$0	0%
ARIZONA	\$24,880	\$0	\$0	\$0	\$24,880	100%
TUCSON	\$24,880				\$24,880	100%
EL CENTRO-YUMA					\$0	0%
PHOENIX					\$0	0%
=====						
TOTAL SPENDING	\$24,880	\$0	\$0	\$0	\$24,880	100%

2070419814

KENT CIGARETTES
HISPANIC SPENDING BY MARKET

1991

	OUTDOOR	NEWSPAPERS	MAGAZINES	SUPPLEMENTS	TOTAL	S.O.B.
NATIONAL			\$183,070	\$16,084	\$199,154	35%
LOS ANGELES	\$70,611	\$6,451	\$0	\$0	\$77,062	14%
BAKERSFIELD					\$0	0%
LOS ANGELES	\$70,611	\$6,451			\$77,062	14%
PALM SPRINGS					\$0	0%
SANTA BARBARA					\$0	0%
LAS VEGAS					\$0	0%
NEW YORK		\$6,769			\$6,769	1%
MIAMI	\$61,136	\$18,500	\$0	\$0	\$79,636	14%
MIAMI	\$61,136	\$18,500			\$79,636	14%
WEST PALM BEACH					\$0	0%
SAN ANTONIO	\$54,576	\$0	\$0	\$0	\$54,576	10%
AUSTIN					\$0	0%
SAN ANTONIO	\$54,576				\$54,576	10%
SAN FRANCISCO	\$0	\$0	\$0	\$0	\$0	0%
SALINAS-MONTEREY					\$0	0%
SAN FRANCISCO					\$0	0%
CHICAGO		\$8,502			\$8,502	2%
HOUSTON					\$0	0%
ALBUQUERQUE	\$50,624				\$50,624	9%
EL PASO	\$39,662	\$0	\$0	\$0	\$39,662	7%
EL PASO	\$39,662				\$39,662	7%
ODESSA-RIDLAND					\$0	0%
SAN DIEGO					\$0	0%
FRESNO					\$0	0%
DALLAS-FT. WORTH	\$27,329	\$1,680	\$0	\$0	\$29,009	5%
DALLAS-FT. WORTH	\$27,329	\$1,680			\$29,009	5%
WACO-TEMPLE					\$0	0%
ARLINGTON-SWEETWATER					\$0	0%
ARIZONA	\$0	\$0	\$0	\$0	\$0	0%
TUCSON					\$0	0%
EL CENTRO-YUMA					\$0	0%
PHOENIX					\$0	0%
SACRAMENTO-STOCKTON	\$0	\$0	\$0	\$0	\$0	0%
RENO					\$0	0%
SACRAMENTO-STOCKTON					\$0	0%
CORPUS CHRISTI	\$0	\$0	\$0	\$0	\$0	0%
LAREDO					\$0	0%
MCALLEN-BROWNSVILLE					\$0	0%
CORPUS CHRISTI					\$0	0%

2070419815

KENT CIGARETTES
HISPANIC SPENDING BY MARKET

1991

	OUTDOOR	NEWSPAPERS	MAGAZINES	SUPPLEMENTS	TOTAL	S.O.%
DENVER	\$0	\$800	\$0	\$0	\$800	0%
DENVER					\$0	0%
COLORADO SPRINGS		\$800			\$800	0%
PHILADELPHIA					\$0	0%
TAMPA-ST. PETERSBURG					\$0	0%
BOSTON					\$0	0%
LIMBUCK-AMARILLO	\$0	\$0	\$0	\$0	\$0	0%
LIMBUCK					\$0	0%
AMARILLO					\$0	0%
WASHINGTON D.C.					\$0	0%
MARTFORD-NEW HAVEN					\$0	0%
SALT LAKE CITY (UTAH)					\$0	0%
DETROIT	\$20,592				\$20,592	4%
SEATTLE-TACOMA	\$0	\$0	\$0	\$0	\$0	0%
SEATTLE-TACOMA					\$0	0%
YAKIMA					\$0	0%
PORTLAND					\$0	0%
ORLANDO					\$0	0%
MILWAUKEE					\$0	0%
NEW ORLEANS					\$0	0%
ATLANTA					\$0	0%
CLEVELAND					\$0	0%
KANSAS CITY					\$0	0%
PROVIDENCE-NEW BEDFORD					\$0	0%
TOTAL SPENDING	\$324,750	\$42,702	\$183,070	\$16,084	\$566,586	100%

2070419816

KIDOL CIGARETTES
HISPANIC SPENDING BY MARKET

1991

	OUTDOOR	NEWSPAPERS	MAGAZINES	SUPPLEMENTS	TOTAL	S.O.\$
NATIONAL					\$0	0%
LOS ANGELES	\$0	\$17,382	\$0	\$0	\$17,382	25%
BAKERSFIELD					\$0	0%
LOS ANGELES		\$17,382			\$17,382	25%
PALM SPRINGS					\$0	0%
SANTA BARBARA					\$0	0%
LAS VEGAS					\$0	0%
CHICAGO		\$3,600			\$3,600	5%
DALLAS-FT. WORTH	\$0	\$12,951	\$0	\$0	\$12,951	18%
DALLAS-FT. WORTH		\$12,951			\$12,951	18%
WACO-TEMPLE					\$0	0%
ARLINGTON-SWEETWATER					\$0	0%
MIAMI	\$36,600	\$0	\$0	\$0	\$36,600	52%
MIAMI	\$36,600				\$36,600	52%
WEST PALM BEACH					\$0	0%
TOTAL SPENDING	\$36,600	\$33,933	\$0	\$0	\$70,533	100%

2070419817

MAGMA CIGARETTES
HISPANIC SPENDING BY MARKET

1991

	OUTDOOR	NEWSPAPERS	MAGAZINES	SUPPLEMENTS	TOTAL	\$. O . %
NATIONAL					\$0	0%
LOS ANGELES	\$58,300	\$0	\$0	\$0	\$58,300	100%
BAKERSFIELD					\$0	0%
LOS ANGELES	\$58,300				\$58,300	100%
PALM SPRINGS					\$0	0%
SANTA BARBARA					\$0	0%
LAS VEGAS					\$0	0%
TOTAL SPENDING	\$58,300	\$0	\$0	\$0	\$58,300	100%

2070419818

MARLBORO CIGARETTES
HISPANIC SPENDING BY MARKET

1995

	OUTDOOR	NEWSPAPERS	MAGAZINES	SUPPLEMENTS	TOTAL	S.O.S
NATIONAL			\$342,967	\$52,224	\$395,191	11%
LOS ANGELES	\$476,424	\$128,223	\$0	\$0	\$604,647	17%
BAKERSFIELD		\$15,860			\$15,860	0%
LOS ANGELES	\$476,424	\$112,363			\$588,787	17%
PALM SPRINGS					\$0	0%
SANTA BARBARA					\$0	0%
LAS VEGAS					\$0	0%
NEW YORK	\$454,823	\$92,491	\$21,822		\$569,136	16%
MIAMI	\$228,022	\$77,873	\$19,460	\$0	\$325,355	9%
MIAMI	\$228,022	\$77,873	\$19,460		\$325,355	9%
WEST PALM BEACH					\$0	0%
SAN ANTONIO	\$169,851	\$1,536	\$0	\$0	\$171,387	5%
AUSTIN	\$15,027				\$15,027	0%
SAN ANTONIO	\$154,824	\$1,536			\$156,360	4%
SAN FRANCISCO	\$66,072	\$68,875	\$0	\$0	\$134,947	4%
SALINAS-MONTEREY					\$0	0%
SAN FRANCISCO	\$66,072	\$68,875			\$134,947	4%
CHICAGO	\$259,252	\$74,980			\$334,232	10%
HOUSTON	\$28,216	\$47,818			\$76,034	2%
ALBUQUERQUE	\$37,128	\$6,776			\$43,904	1%
EL PASO	\$74,994	\$0	\$0	\$0	\$74,994	2%
EL PASO	\$74,994				\$74,994	2%
ODESSA-MIDLAND					\$0	0%
SAN DIEGO	\$19,656				\$19,656	1%
FRESNO	\$49,670	\$7,641			\$57,311	2%
DALLAS-FT. WORTH	\$40,602	\$38,382	\$0	\$0	\$78,980	2%
DALLAS-FT. WORTH	\$40,608	\$38,382			\$78,990	2%
WACO-TEMPLE					\$0	0%
ARLENE-SWEETWATER					\$0	0%
ARIZONA	\$77,151	\$11,848	\$0	\$0	\$88,999	3%
TUCSON	\$9,507				\$9,507	0%
EL CENTRO-TUMA					\$0	0%
PHOENIX	\$67,644	\$11,848			\$79,492	2%
SACRAMENTO-STOCKTON	\$58,971	\$12,908	\$0	\$0	\$71,879	2%
REMO		\$9,055			\$9,055	0%
SACRAMENTO-STOCKTON	\$58,971	\$12,908			\$71,879	2%
CORPUS CHRISTI	\$125,063	\$12,568	\$0	\$0	\$137,631	4%
LAREDO					\$0	0%
MCALLEN-BROWNSVILLE	\$68,471	\$12,568			\$81,039	2%
CORPUS CHRISTI	\$56,192				\$56,192	2%

2070419819

MARLBORO CIGARETTES
HISPANIC SPENDING BY MARKET

1991

	OUTDOOR	NEWSPAPERS	MAGAZINES	SUPPLEMENTS	TOTAL	S.O.\$
DENVER	\$101,751	\$7,664	\$0	\$0	\$109,415	3%
DENVER	\$101,751	\$7,664			\$109,415	3%
COLORADO SPRINGS					\$0	0%
PHILADELPHIA					\$0	0%
TAMPA-ST. PETERSBURG					\$0	0%
BOSTON		\$6,256			\$6,256	0%
LUBBOCK-AMARILLO	\$0	\$13,860	\$0	\$0	\$13,860	0%
LUBBOCK		\$13,860			\$13,860	0%
AMARILLO					\$0	0%
WASHINGTON D.C.		\$20,682			\$20,682	1%
HARTFORD-NEW HAVEN					\$0	0%
SALT LAKE CITY (UTAH)					\$0	0%
DETROIT					\$0	0%
SEATTLE-TACOMA	\$0	\$0	\$0	\$0	\$0	0%
SEATTLE-TACOMA					\$0	0%
YAKIMA					\$0	0%
PORTLAND					\$0	0%
ORLANDO		\$9,640			\$9,640	0%
MILWAUKEE					\$0	0%
NEW ORLEANS					\$0	0%
ATLANTA					\$0	0%
CLEVELAND					\$0	0%
KANSAS CITY					\$0	0%
PROVIDENCE-NEW BEDFORD					\$0	0%
NEW JERSEY	\$135,936				\$135,936	4%
TOTAL SPENDING	\$2,403,588	\$668,876	\$384,249	\$52,224	\$3,508,937	100%

2070419820

MISTY CIGARETTES
HISPANIC SPENDING BY MARKET

1991

	OUTDOOR	NEWSPAPERS	MAGAZINES	SUPPLEMENTS	TOTAL	S.O.\$
NATIONAL			\$16,500		\$16,500	63%
CORPUS CHRISTI	\$9,600	\$0	\$0	\$0	\$9,600	37%
LAREDO					\$0	0%
McALLEN-BROWNSVILLE					\$0	0%
CORPUS CHRISTI	\$9,600				\$9,600	37%
TOTAL SPENDING	\$9,600	\$0	\$16,500	\$0	\$26,100	100%

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2070419821

NEWPORT CIGARETTES
HISPANIC SPENDING BY MARKET

1991

	OUTDOOR	NEWSPAPERS	MAGAZINES	SUPPLEMENTS	TOTAL	S.O.S
NATIONAL			\$90,500		\$90,500	8%
LOS ANGELES	\$368,750	\$0	\$0	\$0	\$368,750	34%
BAKERSFIELD					\$0	0%
LOS ANGELES	\$368,750				\$368,750	34%
PALM SPRINGS					\$0	0%
SANTA BARBARA					\$0	0%
LAS VEGAS					\$0	0%
NEW YORK	\$180,960				\$180,960	16%
MIAMI	\$76,785	\$0	\$0	\$0	\$76,785	7%
MIAMI	\$76,785				\$76,785	7%
WEST PALM BEACH					\$0	0%
SAN ANTONIO	\$62,532	\$0	\$0	\$0	\$62,532	5%
AUSTIN					\$0	0%
SAN ANTONIO	\$62,532				\$62,532	5%
SAN FRANCISCO	\$39,804	\$0	\$0	\$0	\$39,804	3%
SALTAS-MONTEREY					\$0	0%
SAN FRANCISCO	\$39,804				\$39,804	3%
CHICAGO	\$78,000				\$78,000	7%
HOUSTON	\$22,140				\$22,140	2%
ALBUQUERQUE					\$0	0%
EL PASO	\$22,694	\$0	\$0	\$0	\$22,694	2%
EL PASO	\$22,694				\$22,694	2%
ODessa-MIDLAND					\$0	0%
SAN DIEGO					\$0	0%
FRESNO					\$0	0%
DALLAS-FT. WORTH	\$19,004	\$0	\$0	\$0	\$19,004	2%
DALLAS-FT. WORTH	\$19,004				\$19,004	2%
WACO-TEMPLE					\$0	0%
ARLINGTON-SWEETWATER					\$0	0%
ARIZONA	\$0	\$0	\$0	\$0	\$0	0%
TUCSON					\$0	0%
EL CENTRO-TUMA					\$0	0%
PHOENIX					\$0	0%
SACRAMENTO-STOCKTON	\$0	\$0	\$0	\$0	\$0	0%
RENO					\$0	0%
SACRAMENTO-STOCKTON					\$0	0%
CORPUS CHRISTI	\$3,033	\$0	\$0	\$0	\$3,033	0%
LAREDO					\$0	0%
MALLEN-BROWNVILLE	\$3,033				\$3,033	0%
CORPUS CHRISTI					\$0	0%

2070419822

NEWPORT CIGARETTES
HISPANIC SPENDING BY MARKET

1991

	OUTDOOR	NEWSPAPERS	MAGAZINES	SUPPLEMENTS	TOTAL	S.O.S
DENVER	\$30,877	\$0	\$0	\$0	\$30,877	3%
DENVER	\$30,877				\$30,877	3%
COLORADO SPRINGS					\$0	0%
PHILADELPHIA					\$0	0%
TAMPA-ST. PETERSBURG					\$0	0%
BOSTON					\$0	0%
LUBBOCK-AMARILLO	\$0	\$0	\$0	\$0	\$0	0%
LUBBOCK					\$0	0%
AMARILLO					\$0	0%
WASHINGTON D.C.					\$0	0%
HARTFORD-NEW HAVEN					\$0	0%
SALT LAKE CITY (UTAH)					\$0	0%
DETROIT					\$0	0%
SEATTLE-TACOMA	\$0	\$0	\$0	\$0	\$0	0%
SEATTLE-TACOMA					\$0	0%
YAKIMA					\$0	0%
PORTLAND					\$0	0%
ORLANDO					\$0	0%
MILWAUKEE					\$0	0%
NEW ORLEANS					\$0	0%
ATLANTA					\$0	0%
CLEVELAND					\$0	0%
KANSAS CITY					\$0	0%
PROVIDENCE-NEW BEDFORD					\$0	0%
NEW JERSEY	\$144,660				\$144,660	12%
TOTAL SPENDING	\$1,069,239	\$0	\$90,500	\$0	\$1,159,739	100%

2070419823

RICHLAND CIGARETTES
HISPANIC SPENDING BY MARKET

1991

	OUTDOOR	NEWSPAPERS	MAGAZINES	SUPPLEMENTS	TOTAL	S.O. \$
NATIONAL					\$0	0%
CORPUS CHRISTI	\$4,500	\$0	\$0	\$0	\$4,500	100%
LANEBO					\$0	0%
MCALLEN-BROWNSVILLE					\$0	0%
CORPUS CHRISTI	\$4,500				\$4,500	100%
TOTAL SPENDING	\$4,500	\$0	\$0	\$0	\$4,500	100%

2070419824

SALER CIGARETTES
HISPANIC SPENDING BY MARKET

1991

	OUTDOOR	NEWSPAPERS	MAGAZINES	SUPPLEMENTS	TOTAL	S.O.S
NATIONAL			\$46,224		\$46,224	8%
LOS ANGELES	\$0	\$0	\$0	\$0	\$0	0%
BAKERSFIELD					\$0	0%
LOS ANGELES					\$0	0%
PALM SPRINGS					\$0	0%
SANTA BARBARA					\$0	0%
LAS VEGAS					\$0	0%
NEW YORK	\$247,645	\$1,846			\$249,491	43%
MIAMI	\$0	\$2,500	\$0	\$0	\$2,500	0%
MIAMI		\$2,500			\$2,500	0%
WEST PALM BEACH					\$0	0%
SAN ANTONIO	\$0	\$0	\$0	\$0	\$0	0%
AUSTIN					\$0	0%
SAN ANTONIO					\$0	0%
SAN FRANCISCO	\$0	\$0	\$0	\$0	\$0	0%
SALTAS-MONTEREY					\$0	0%
SAN FRANCISCO					\$0	0%
CHICAGO	\$153,251				\$153,251	27%
HOUSTON	\$5,220				\$5,220	1%
ALBUQUERQUE					\$0	0%
EL PASO	\$0	\$0	\$0	\$0	\$0	0%
EL PASO					\$0	0%
COESSA-MIDLAND					\$0	0%
SAN DIEGO					\$0	0%
FRESNO					\$0	0%
DALLAS-FT. WORTH	\$9,129	\$0	\$0	\$0	\$9,129	2%
DALLAS-FT. WORTH	\$9,129				\$9,129	2%
WACO-TEMPLE					\$0	0%
ARILENE-SWEETWATER					\$0	0%
ARIZONA	\$0	\$0	\$0	\$0	\$0	0%
TUCSON					\$0	0%
EL CENTRO-YUMA					\$0	0%
PHOENIX					\$0	0%
SACRAMENTO-STOCKTON	\$0	\$0	\$0	\$0	\$0	0%
RENO					\$0	0%
SACRAMENTO-STOCKTON					\$0	0%
CORPUS CHRISTI	\$0	\$0	\$0	\$0	\$0	0%
LAREDO					\$0	0%
MCALLEN-BROWNSVILLE					\$0	0%
CORPUS CHRISTI					\$0	0%

2070419825

SALON CIGARETTES
HISPANIC SPENDING BY MARKET

1991

	OUTDOOR	NEWSPAPERS	MAGAZINES	SUPPLEMENTS	TOTAL	S.O.S
DENVER	\$0	\$0	\$0	\$0	\$0	0%
DENVER					\$0	0%
COLORADO SPRINGS					\$0	0%
PHILADELPHIA	\$30,483				\$30,483	5%
TAMPA-ST. PETERSBURG					\$0	0%
BOSTON					\$0	0%
LUBBOCK-AMARILLO	\$0	\$0	\$0	\$0	\$0	0%
LUBBOCK					\$0	0%
AMARILLO					\$0	0%
WASHINGTON D.C.					\$0	0%
HARTFORD-NEW HAVEN					\$0	0%
SALT LAKE CITY (UTAH)					\$0	0%
DETROIT					\$0	0%
SEATTLE-TACOMA	\$0	\$0	\$0	\$0	\$0	0%
SEATTLE-TACOMA					\$0	0%
TACOMA					\$0	0%
PORTLAND					\$0	0%
ORLANDO					\$0	0%
MILWAUKEE					\$0	0%
NEW ORLEANS					\$0	0%
ATLANTA					\$0	0%
CLEVELAND					\$0	0%
KANSAS CITY					\$0	0%
PROVIDENCE-NEW BEDFORD					\$0	0%
NEW JERSEY	\$81,295				\$81,295	14%
TOTAL SPENDING	\$527,023	\$4,346	\$46,224	\$0	\$577,593	100%

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VIRGINIA SLIMS CIGARETTES
HISPANIC SPENDING BY MARKET

1991

	OUTDOOR	NEWSPAPERS	MAGAZINES	SUPPLEMENTS	TOTAL	S.O.S
NATIONAL			\$158,393	\$126,798	\$285,191	57%
LOS ANGELES	\$11,020	\$0	\$0	\$0	\$11,020	2%
BAKERSFIELD					\$0	0%
LOS ANGELES	\$11,020				\$11,020	2%
PALM SPRINGS					\$0	0%
SANTA BARBARA					\$0	0%
LAS VEGAS					\$0	0%
NEW YORK	\$87,724				\$87,724	17%
MIAMI	\$21,157	\$0	\$0	\$0	\$21,157	4%
MIAMI	\$21,157				\$21,157	4%
WEST PALM BEACH					\$0	0%
SAN ANTONIO	\$14,820	\$0	\$0	\$0	\$14,820	3%
AUSTIN					\$0	0%
SAN ANTONIO	\$14,820				\$14,820	3%
SAN FRANCISCO	\$1,720	\$0	\$0	\$0	\$1,720	0%
SALINAS-MONTEREY					\$0	0%
SAN FRANCISCO	\$1,720				\$1,720	0%
CHICAGO	\$24,266				\$24,266	5%
HOUSTON	\$10,980				\$10,980	2%
ALBUQUERQUE	\$1,768				\$1,768	0%
EL PASO	\$7,428	\$0	\$0	\$0	\$7,428	1%
EL PASO	\$7,428				\$7,428	1%
ODESSA-MIDLAND					\$0	0%
SAN DIEGO	\$6,552				\$6,552	1%
FRESNO	\$4,212				\$4,212	1%
DALLAS-FT. WORTH	\$3,744	\$0	\$0	\$0	\$3,744	1%
DALLAS-FT. WORTH	\$3,744				\$3,744	1%
WACO-TEMPLE					\$0	0%
ARILENE-SWEETWATER					\$0	0%
ARIZONA	\$2,574	\$0	\$0	\$0	\$2,574	1%
TUCSON					\$0	0%
EL CENTRO-YUMA					\$0	0%
PHOENIX	\$2,574				\$2,574	1%
SACRAMENTO-STOCKTON	\$1,263	\$0	\$0	\$0	\$1,263	0%
RENO					\$0	0%
SACRAMENTO-STOCKTON	\$1,263				\$1,263	0%
CORPUS CHRISTI	\$0	\$0	\$0	\$0	\$0	0%
LAREDO					\$0	0%
MCALLEN-BROWNSVILLE					\$0	0%
CORPUS CHRISTI					\$0	0%

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VIRGINIA SLIMS CIGARETTES
HISPANIC SPENDING BY MARKET

1991

	OUTDOOR	NEWSPAPERS	MAGAZINES	SUPPLEMENTS	TOTAL	\$ O.S
DENVER	\$13,395	\$0	\$0	\$0	\$13,395	3%
DENVER	\$13,395				\$13,395	3%
COLORADO SPRINGS					\$0	0%
PHILADELPHIA					\$0	0%
TAMPA-ST. PETERSBURG					\$0	0%
BOSTON					\$0	0%
LUBBOCK-AMARILLO	\$0	\$0	\$0	\$0	\$0	0%
LUBBOCK					\$0	0%
AMARILLO					\$0	0%
WASHINGTON D.C.					\$0	0%
BARTFORD-NEW HAVEN					\$0	0%
SALT LAKE CITY (UTAH)					\$0	0%
DETROIT					\$0	0%
SEATTLE-TACOMA	\$0	\$0	\$0	\$0	\$0	0%
SEATTLE-TACOMA					\$0	0%
YAKIMA					\$0	0%
PORTLAND					\$0	0%
ORLANDO					\$0	0%
MILWAUKEE					\$0	0%
NEW ORLEANS					\$0	0%
ATLANTA					\$0	0%
CLEVELAND					\$0	0%
KANSAS CITY					\$0	0%
PROVIDENCE-NEW BEDFORD	\$0,693				\$0	0%
NEW JERSEY					\$4,693	1%
TOTAL SPENDING	\$219,316	\$0	\$158,393	\$126,798	\$504,507	100%

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WINSTON CIGARETTES
HISPANIC SPENDING BY MARKET

1991

	OUTDOOR	NEWSPAPERS	MAGAZINES	SUPPLEMENTS	TOTAL	S.O.S
NATIONAL			\$208,062	\$177,422	\$385,484	24%
LOS ANGELES	\$154,518	\$3,402	\$0	\$31,122	\$189,242	12%
BAKERSFIELD					\$0	0%
LOS ANGELES	\$154,518	\$3,402		\$31,122	\$189,242	12%
PALM SPRINGS					\$0	0%
SANTA BARBARA					\$0	0%
LAS VEGAS					\$0	0%
NEW YORK	\$351,489	\$10,116			\$361,605	22%
MIAMI	\$154,249	\$5,382	\$0	\$0	\$159,631	10%
MIAMI	\$154,249	\$5,382			\$159,631	10%
WEST PALM BEACH					\$0	0%
SAN ANTONIO	\$59,822	\$0	\$0	\$0	\$59,822	4%
AUSTIN					\$0	0%
SAN ANTONIO	\$59,822				\$59,822	4%
SAN FRANCISCO	\$13,266	\$4,811	\$0	\$0	\$18,077	1%
SALINAS-MONTEREY					\$0	0%
SAN FRANCISCO	\$13,266	\$4,811			\$18,077	1%
CHICAGO	\$83,419				\$88,664	5%
HOUSTON	\$54,109	\$5,245			\$54,109	3%
ALBUQUERQUE	\$59,204				\$59,204	4%
EL PASO	\$34,108	\$0	\$0	\$0	\$34,108	2%
EL PASO	\$34,108				\$34,108	2%
ODESSA-MIDLAND					\$0	0%
SAN DIEGO	\$40,000				\$40,000	4%
FRESNO	\$5,507				\$5,507	0%
DALLAS-FT. WORTH	\$10,566	\$3,096	\$0	\$0	\$13,662	1%
DALLAS-FT. WORTH	\$10,566	\$3,096			\$13,662	1%
WACO-TEMPLE					\$0	0%
ARLINGTON-SAFTWATER					\$0	0%
ARIZONA	\$59,138	\$0	\$0	\$0	\$59,138	4%
TUCSON	\$28,350				\$28,350	2%
EL CENTRO-TUMA					\$0	0%
PHOENIX	\$30,788				\$30,788	2%
SACRAMENTO-STOCKTON	\$0	\$0	\$0	\$0	\$0	0%
RENO					\$0	0%
SACRAMENTO-STOCKTON					\$0	0%
CORPUS CHRISTI	\$21,181	\$0	\$0	\$0	\$21,181	1%
LAREDO					\$0	0%
MCALLEN-BROWNSVILLE	\$16,783				\$16,783	1%
CORPUS CHRISTI	\$4,398				\$4,398	0%

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WINSTON CIGARETTES
HISPANIC SPENDING BY MARKET

1991

	OUTDOOR	NEWSPAPERS	MAGAZINES	SUPPLEMENTS	TOTAL	S.O.S
DENVER	\$51,036	\$0	\$0	\$0	\$51,036	3%
DENVER	\$51,036				\$51,036	3%
COLORADO SPRINGS					\$0	0%
PHILADELPHIA					\$0	0%
TAMPA-ST. PETERSBURG					\$0	0%
BOSTON					\$0	0%
LUBBOCK-AMARILLO	\$0	\$0	\$0	\$0	\$0	0%
LUBBOCK					\$0	0%
AMARILLO					\$0	0%
WASHINGTON D.C.					\$0	0%
MARTFORD-NEW HAVEN					\$0	0%
SALT LAKE CITY (UTAH)					\$0	0%
DETROIT					\$0	0%
SEATTLE-TACOMA	\$0	\$0	\$0	\$0	\$0	0%
SEATTLE-TACOMA					\$0	0%
YAKIMA					\$0	0%
PORTLAND					\$0	0%
ORLANDO					\$0	0%
MILWAUKEE					\$0	0%
NEW ORLEANS					\$0	0%
ATLANTA					\$0	0%
CLEVELAND					\$0	0%
KANSAS CITY					\$0	0%
PROVIDENCE-NEW BEDFORD					\$0	0%
NEW JERSEY					\$0	0%
TOTAL SPENDING	\$1,171,612	\$32,252	\$208,062	\$208,544	\$1,620,470	100%

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